

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of : HYUNG-SIK CHOI et al.

Application No. : 09/507,093

Filed : February,17,2000

For : ADVERTISING METHOD USING  
SOFTWARE PRODUCTS

Examiner : FARISS, TIMOTHY

Attorney Docket No. : YPLA0002

Official

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AMENDMENT AFTER FINAL

JAN 07 2003

Box: AF

Assistant Commissioner for Patents  
Washington, DC 20231

GROUP 3600

Dear Sir:

In response to the Office Action dated November 7, 2002, please consider the following remarks:

## REMARKS

All pending claims 1-3 and 5 are rejected under 35 USC 103(a).

No change has been made to claims 1-3 and 5. For the reasons discussed below, claims 1-3 and 5 are patentable over the cited prior art, and withdrawal of the rejections is requested.

Claim Rejections - under 35 U.S.C. 103(a)

Claims 1-3 and 5 are rejected under 35 U.S.C. 103(a) as being unpatentable over Horstmann (US 6,285,985).

Applicant respectfully traverses the rejection for reasons set forth below.

The advertising method as defined in claim 1 includes a step of *inserting at least one advertisement into at least one portion of a software program contained in a software product, by support from an advertising sponsor during the making of the software product.* Horstmann does not teach or suggest such a step.

The Office Action asserted that "Horstmann teaches an advertising method using

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### CERTIFICATE OF TRANSMISSION

January 7, 2003

<b>Atty Docket No.</b>	:	YPLA0002
<b>Appl. No.</b>	:	09/507,093
<b>Filing Date</b>	:	February, 17, 2000
<b>Pages</b>	:	Cover + 3

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**BY FACSIMILE ONLY**

**Fax No.** : 703-872-9327  
**Attention** : Examiner FARIS, TIMOTHY  
**Group Unit** : 3622  
**From** : Jiawei Huang, Reg. No. 43,330  
**MESSAGE** : Enclosed is an Amendment in 3 pages.

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Sir:

I hereby certify that this correspondence is being facsimile transmitted to the Patent and Trademark Office on January 7, 2003 at the above indicated fax number.

Sign by: Michelle Chang  
Michelle Chang

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